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I. Introduction: To regain consumer confidence in beef safety, the EU has developed a system for identification and registration of cattle and a compulsory traceability and labelling system. In addition to the mandatory labelling, the EU provides the opportunity for voluntary labelling. Food labelling is an increasingly important route for delivering messages about food quality and safety to consumers.

II. Objective: The present work aims to identify new issues of the information demanded by beef consumers about voluntary labelling and their willingness to pay for this information.

III. Methodology:

Beef buyers residing in three Spanish cities

confidence interval = 95.5% ($Z = 2$)
 $p = 0.5$ and $q = 0.5$
 sample error = 5.3%



The information was obtained from questionnaire-based (a) personal survey

Sample = 353 beef buyers

Statistical Analysis:

- Classifications and interrelationship trees.
- Data mining through cluster analysis.

IV. Results:

Information Demanded by Consumers. Respondents with high or very high levels of appraisal for obtain these informational aspects.

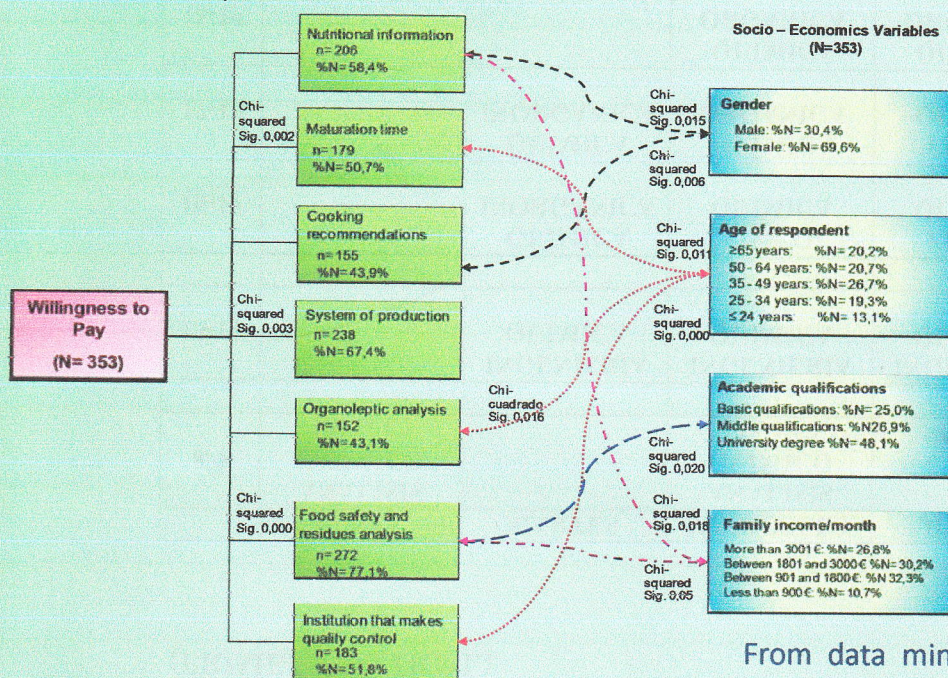


Figure. Classification and interrelationship tree.

• The information about process attributes such food safety and residues analysis, and how to breed cattle (system of production) is the most information demanded by consumers.

• We found that there are several relationship between the socio-economics variables and the information demand. The male and respondents with middle aged and university degree are the most information seekers.

From data mining we also found that there are three groups of consumers. One consumers group demands this information and they are willing to pay for it, other consumers group demands this information but they aren't willing to pay for it, while exist other consumers group not interested in this information.

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***Additional information demanded by consumers: New issues on beef labelling"

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